



**BERTHA W. HENRY**, County Administrator

115 S. Andrews Avenue, Room 409 • Fort Lauderdale, Florida 33301 • 954-357-7362 • FAX 954-357-7360

February 1, 2017

Florida House of Representatives  
Richard Corcoran, Speaker  
420 The Capitol  
402 South Monroe Street  
Tallahassee, FL 32399-1300

Dear Speaker Corcoran:

We are in receipt of your request for information related to Broward County's tourism and economic development revenues and expenditures for FY 2015-2016. In an effort to be responsive to your request in the limited timeframe you have requested, we have compiled a set of reports outlining the data you asked for. I would like to note that while the letter had a date (on the top of the second page) of "December 2017", the County did not receive it until January 12, 2017.

While you have requested information related to our tourism and economic development efforts, I would like to take this opportunity to share with you some of the many successes we have been able to achieve for Broward County and the State of Florida as a direct result of tourism and economic development activities of Broward County, particularly during the timeframe for which you have requested the information.

- In December 2016, the U.S. Bureau of Labor Statistics reported that Broward County had the largest over-the-year percentage job growth of all metropolitan divisions in the nation, at a rate of 3.8 percent.
- From November 2015 to November 2016, 30,700 private sector jobs were added in Broward County, accounting for almost half of the jobs added year-over-year in the entire South Florida tri-county region.
- At 4.4%, Broward County's current unemployment rate is below both the state and national averages.
- Based on a study by the South Florida Regional Planning Council, it states that the Greater Fort Lauderdale Alliance (Broward Alliance) (the official Public/Private Partnership entity for Economic Development in Broward County), and its partners, from 2007 to 2016, helped companies create or retain more than 25,000 direct jobs that are estimated to generate through direct, indirect and induced effects total employment of more than 55,000 jobs in Broward County, \$2.1 billion in annual personal income in Broward County and \$11 billion in annual economic impact in Broward County.
- The major industry sectors that added jobs over the year in the metro were trade, transportation, and utilities (+9,300 jobs); professional and business services (+7,500 jobs); education and health services (+5,100 jobs); leisure and hospitality (+4,100 jobs); financial activities (+2,000 jobs); manufacturing (+1,100 jobs); construction (+900 jobs) and information (+200 jobs).

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Letter to Speaker Corcoran  
Request for Information related to Tourism and Economic Development  
February 1, 2017

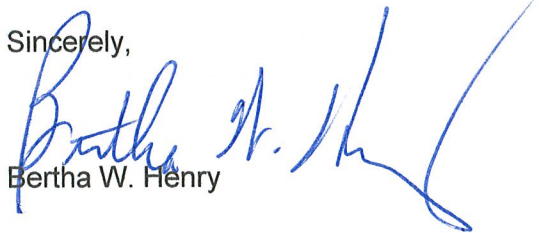
- In 2016, *Global Trade* magazine named the Broward Alliance to its inaugural list of best Economic Development Organizations in the nation.

The information you will find attached, represents the relevant pieces of requested information from Broward County's tourism division, the Greater Fort Lauderdale Convention and Visitors Bureau (GFLCVB); Broward County's Office of Economic & Small Business Development (OESBD); and the Broward Alliance.

While the request for information was not sent directly to the Broward Alliance, we have included the preliminary draft of their Financial Report for FY2015-2016, their Annual Report for the same time period, as well as a fact sheet for the Broward Alliance.

As I mentioned earlier, this is a set of reports outlining the data you requested. I look forward to working with you and your staff to answer any questions you may have related to this information and how the revenues received and expenditures made, have a direct, significant, and positive impact to the residents of and visitors to Broward County and the State of Florida.

Sincerely,



Bertha W. Henry

Attachments: See attached list of exhibits

CC: Monica Cepero, Assistant County Administrator  
Joni Armstrong-Coffey, County Attorney  
Evan Lukic, County Auditor  
Andrew Meyers, Chief Deputy County Attorney  
George Tablack, CFO/Director, Finance & Administrative Services  
Stacy Ritter, President/CEO of the Greater Fort Lauderdale Convention & Visitors Bureau  
Sandy-Michael McDonald, Director, Office of Economic & Small Business Development  
Edward Labrador, Director, Office of Intergovernmental Affairs & Professional Standards  
Bob Swindell, President/CEO Greater Fort Lauderdale Alliance  
Kurt Hamon, Staff Director, Commerce Committee, Florida House of Representatives